

## From the AIRC

As the new AIRC Director, I would like to take this opportunity to introduce myself. I assumed office on August 1, 2005 after Veena Chawla, my esteemed colleague and a longtime friend, retired. I joined the American Information Resource Center, then known as American Center Library, on February 1, 1974 and over the years working in different sections have now reached the position of AIRC Director. I will do my best in the service for thousands of AIRC patrons who have always been demanding for current information about the United States and innumerable international organizations. We promise you -- the information seekers, college and university students and faculty -- that we will continue to provide you with accurate and credible information with same dedication and zeal.

At the recent Delhi Book Fair, AIRC marked its presence through "Knowledge USA Booth" where it showcased its products, resources and services to a large community of people who enjoy reading. AIRC through "American Road Show" at Kanpur last month promoted people-to-people dialog and friendship by reaching out to students and academia of one of the technologically advanced and leading cities of North India.

A paper show and a special display of books marked the 4<sup>th</sup> anniversary of the horrifying 9/11 disaster.

October is remembered by every American as "Discover America Month." During this month in the 15th century, the famous Spanish explorer, Christopher Columbus discovered America. September 15 to October 15 is also celebrated as "Hispanic Heritage Month" honoring the diverse people of Spanish-speaking backgrounds in the United States.

*Ranjana Bhatnagar*



## Recent and Recommended

### Books

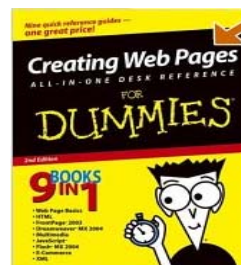


**Beyond the Brand: Why engaging the right customers is essential to winning in business.**

**By John Winsor.**

Most experts on branding emphasize how a brand owner spreads his or her message to consumers, but Winsor believes that genuine success can only come from reversing the line of communication as well. His "bottom-up" approach weds branding to customer research, but the resulting mixture is rather thin, continually circling around a handful of talking points concerning the need for a deeper relationship with customers.

**Creating Web Pages All-in-One Desk Reference for Dummies. By Emily A Vander Veer.**

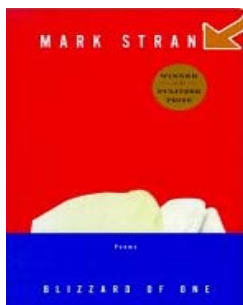


Your one-stop guide to building great pages with the most popular tools. Whether you're opening an e-business or just want to show off the family reunion photos, here's your complete toolbox for building great web sites. This updated edition covers the latest versions of all the cool software like FrontPage, Dreamweaver, and Flash, plus behind-the-scenes tools like XML.

**A Lantern in Her Hand. By Bess Streeter Aldrich**



Bess Aldrich's "Lantern in Her Hand" is about 75 years old now. It tells the story of one woman named Abby Deal, and her life from a young girl to an elderly grandmother. It seems stuck in its time, as Abby acts like an "old fashioned" woman.

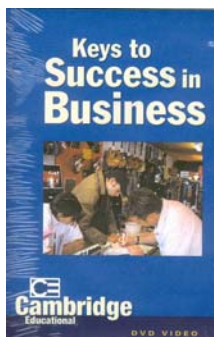


## Blizzard of One: Poems. By Mark Strand

It features a collage of his own devising on the cover: an expanse of red and blue geometric planes, broken up by the appearance of an ice floe on the imaginary horizon. The image invites the viewer to fill

up the surrounding emptiness. So too does the white space surrounding Strand's taut, spare, metaphysical verse. The quest for the single lyric's integrity and wholeness sets Strand apart from those poets for whom the provisional is everything. And this is an artist who never shies away from the absolute.

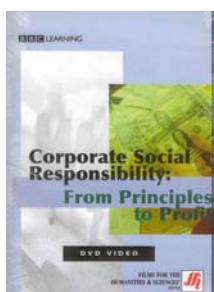
## DVDs



## Keys to Success in Business:

Starting a business is like learning a musical instrument – certain steps and practices are required, or you just make noise. This video shows aspiring entrepreneurs ten principles for creating a solid, profitable company. Developing a realistic plan, seeking guidance from

experienced mentors, building rapport with suppliers, and maintaining client relationships are a few of the subjects covered. *Duration 30 minutes*



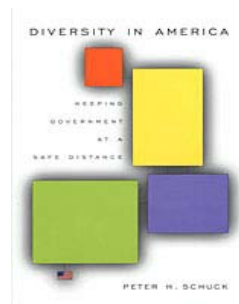
## Corporate Social Responsibility: From Principles to Profit

Corporate social responsibility is not a high-minded luxury when bad press puts a chokehold on business growth and profits. This program looks at how product and service providers develop

and implement better business practices to satisfy shareholders, customers, employees, and the community. Companies such as Shell, DHL, Nike, and GlaxoSmithKline—placed on the hot seat by Greenpeace, The World Wildlife Fund, Oxfam, and other watchdogs groups—explain how the dealt with environmental impact management, ethical supply chain management, equitable treatment of employees, proactive addressing of consumer disgruntlement, and accurate assessment of shareholder sentiments. *Duration 51 minutes*

**Indo-American Reprint Program:** Indo-American Cooperative Publishing Program (IACP), administered by the Public Affairs Section of the American Embassy is in its 43rd year. Through this cooperation between the U.S. Embassy and Indian publishers, leading Indian publishers in affordable editions have reprinted more than 2500 standard American works.

## Latest Reprint Title



## "Diversity in America: Keeping Government at a Safe Distance. By Peter H. Schuck.:

It's the latest addition to our Indo-American Reprint Program titles. In this work the author explains how Americans have understood diversity, how the government

regulates it now, and how we can do better. He mobilizes a wealth of conceptual, historical, legal, political, and sociological analysis to argue that diversity is best managed not by the government but by families, ethnic groups, religious communities, employers, voluntary organizations, and other civil society institutions.

Analyzing some of the most controversial policy arenas where politics and diversity intersect--immigration, multiculturalism, language, faith-based social services, and school choice--Schuck reveals the conflicts, trade-offs, and ironies entailed by our commitment to the diversity ideal.

He concludes with recommendations to help us manage the challenge of diversity in the future.

## October in American History

### Discover America Month



A sailor on board the *Pinta* sighted land early in the morning of **October 12, 1492**

On October 12, 1492, two worlds unknown to each other met for the first time on a small island in the Caribbean Sea. While on a voyage for Spain in search of a direct sea route from Europe to Asia,

Christopher

Columbus unintentionally discovered the Americas. However, in four separate voyages to the

Caribbean from 1492 to 1504, he remained convinced that he had found the lands that Marco Polo reached in his overland travels to China at the end of the 13th century. To Columbus it was only a matter of time before a passage was found through the Caribbean islands to the fabled cities of Asia.

Columbus Day was formerly celebrated on October 12, the day explorer Christopher Columbus first landed in the West Indies, but it is now celebrated on the second Monday of October. The first recorded celebration of Columbus Day in the United States took place on October 12, 1792. Organized by the Society of St. Tammany, also known as the Columbian Order, it commemorated the 300th anniversary of Columbus's landing. The holiday originally served as a traditional reminder of the "discovery" of America in 1492, but as Americans became more sensitive to their multicultural population, celebrating the conquest of Native Americans became more controversial. Today, many Americans celebrate Columbus Day as a day of rest and relaxation.

### Web-Sites on Columbus Day

The Library of Congress, American Memory  
<http://memory.loc.gov/ammem/today/oct12.html>

Columbus Day: A Historical Note  
<http://wilstar.com/holidays/columbus.htm>

### Hispanic Heritage Month

Hispanic Heritage Month honors the diverse people of Spanish-speaking backgrounds in the United States. From September 15 to October 15, a multitude of special programs, events, exhibits and Web sites celebrate the heritage, culture, spirit and extraordinary contributions of Hispanic Americans. To commemorate this year's celebration, International Information Programs, Department of State, has prepared a special feature Web page that highlights a short background essay and offers links to the President's Proclamation, Attorney General Gonzales' speech, Census facts, and informative links on Hispanic Americans from Gale.com. The page can be found at:  
[http://usinfo.state.gov/usa/diversity/hispanic\\_month.htm](http://usinfo.state.gov/usa/diversity/hispanic_month.htm)

### National Book Month

When the world demands more and more of our time, [National Book Month](#) invites everyone in America to take time out to treat themselves to a unique pleasure; reading a good book. Readers

participate in National Book Month annually through literary events held at schools, bookstores, libraries, community centers and arts organizations. The organization also sponsors the annual National Book Awards.

### In October 1969 Internet was born

#### ARPANET



October 1969 gave birth to a new generation of revolution in Information and Communication Technology in the form of what is presently known as Internet.

The precursor to the Internet, ARPANET was a large wide-area network created by the United States Defense Advanced Research Project Agency (ARPA). Established in October 29, 1969, ARPANET served as a test-bed for new networking technologies, linking many universities and research centers. The first two nodes that formed the ARPANET were [UCLA](#) and the [Stanford Research Institute](#). By the end of 1969 four sites were connected: UCLA, the Stanford Research Institute, the University of California and the University of Utah. By the end of the year there were 10 sites and soon there were applications like e-mail and file transfer utilities. The '@' symbol was adopted in 1972 and a year later 75 percent of ARPANET traffic was e-mail. ARPANET was decommissioned in 1990 and the National Science Foundation's NSFNet took over the role of backbone of Internet.

### Select New Titles Added to the AIRC Collection

8th Habit: From Effectiveness to Greatness. By Stephen R Covey. 158 COV

Beginning C Objects: From Concepts to Code. Ed. by Jacquie Barker, Grant Palmer, Dominic Shakeshaft. REF 005.133 BAR

Beyond the Brand: Why Engaging the Right Customers is Essential to Winning in Business. By John Winsor. REF 658.8 WIN

Creating Web Pages All-in-One Desk Reference for Dummies. By Emily A Vander Veer. REF 005.72 CRE



Absolute Beginner's Guide to Home Networking.  
Mark Edward Soper. REF 004.68 SOP

Dictionary of e-Business: A Definitive Guide to  
Technology & Business Terms. 2nd Ed. By Francis  
Botto. REF 658.8 BOT

Leadership Secrets of the World's Most Successful  
CEOs: 100 Top Executives Reveal the Management  
strategies that made their companies. By Eric  
Yaverbaum. REF 658.4092 YAV

What's Your Corporate IQ?: How the smartest  
companies learn, transform, lead. By Jim  
Underwood. REF 658 UND

## Trivia

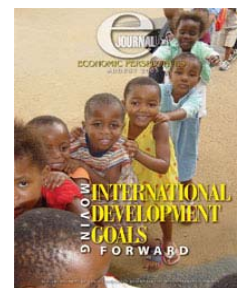
- Columbus Day was officially proclaimed as  
October 12 by which President in what year?
- What does Modem stand for?
- What does the "http" in a URL stand for?
- What is 'USENET'?
- What is a spider?
- Why don't fish use computers?  
Because they're afraid they'll get stuck in the  
Net !!!

Answers: a. Franklin Roosevelt in 1937; b. Modulator  
Demodulator; c. Hyper Text Transfer Protocol;  
d. A bulletin board system that allows for posting and  
responding to messages on the Internet;  
e. A program that catalogs Web sites

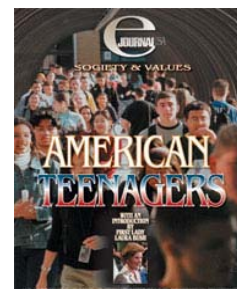
## Latest Electronic Journals

[U.S. Department of State, Bureau of International  
Information Programs \(IIP\)](#) publishes [Electronic  
Journal](#) on Economic Perspectives, U.S. Foreign  
Policy Agenda, U.S. Society & Values, Global  
Issues, and Issues of Democracy, with a new  
journal appearing each month.

### [e-Journal August 2005: International Development Goals: Moving Forward](#)



### [e-Journal July 2005: American Teenagers](#)



## AIRC Holidays

October 10	Columbus Day	October 12	Dussehra
November 1	Diwali	November 4	Idu'l Fitr
November 11	Veterans' Day	November 15	Guru Nanak's Birthday
November 24	Thanksgiving Day		

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Web: <http://newdelhi.usembassy.gov/irc.html>

Questions & Comments: [libdel@state.gov](mailto:libdel@state.gov)

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